**ITB Project ~ Franchise Opportunities**

***Objective***: Students will identify and evaluate a franchise as a business opportunity.

**Franchise History:**  
  
1. **Franchise Start-up**: Who, What, Where, When, How, Etc. (***Minimum 4 Slides***)

2. **Franchise Description**: Products/Services, Business Operations & Equipment, Franchise Décor/ Design

**Five Questions to Ask/Research Before Signing a Franchise Agreement:**  
  
**3**. **Finances**: What is the initial franchise fee and what does it cover? Does it include a starting inventory of supplies/products? How are the periodic royalties calculated and when are they paid?  
  
4. **Marketing**: Are all trademarks and names legally protected? Who provides and pays for advertising and promotional items?  
  
5. **Distribution/Location**: Who selects the location of your business? 5. Are you assigned an exclusive territory?  
  
6. **Operations**: What kind of support does the Franchisor offer? Is the franchisee required to purchase equipment and supplies from the franchisor or other suppliers?  
  
7. **Agreement Details**: Under what conditions can the franchisor and/or the franchisee terminate the franchise agreement? Can the franchise be assigned to heirs?

8. **Conclusions:** Now that you have researched this company, do you think that buying this franchise would be a viable option for you? Explain.

9. **Extras/ References**: Did you provide any additional information you found **important** to your presentation?

Extras??? Images, Documents, Special Finds, etc. **Reference** Page – Did you site your information sources?

**PowerPoint Presentations**

* 5-7 minutes in length
* ***At least*** 20 slides (Include all of the above components – avg 2 slide per topic???)
* Organized Presentation and Prepared to Present Information (Knowledgeable)
* Creative Presentation while Business Professional & Realistic
* Good Group Dynamics ~ Everyone Contributing to PPT & Presentation.
* PowerPoint
  + - Attractiveness – colors/images pleasing to the eye
    - Organization – content is well organized
    - Originality – Creative, Original (“Wow!” factor)
    - Mechanics – 7x7 rule, grammar & spelling
    - References – Included Sources

**ITB Project Rubric ~ Franchise Opportunities (45pts)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Presentations** | **Scores** | | | | | | |
| **Length** 5pts 🡪 5-7 min. 4pts 🡪 3-5 min. 3pts 🡪 2-3 min. 2pt 🡪 <2 min. | 5 | 4 | | 3 | 2 | | 0 |
| **Components** **(2pts each)** | | | | | | | |
| * **Franchise Start-up (Part 1)** * **Franchise Start-up (Part 2)** * **Franchise Description** * **Finances** * **Marketing** * **Distribution/Location** * **Operations** * **Agreement Details** * **Conclusions** * **Extras/ References** | 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| **Group Organization and Preparation**  5pts 🡪 well prepared & organized 3pts 🡪 unprepared  4pts 🡪 somewhat prepared & organized 2pt 🡪 disorganized | 5 | 4 | | 3 | 2 | | 0 |
| **Group Dynamics**  5pts 🡪 everyone participates 1pts 🡪 one participates  3pts 🡪 most participate | 5 | 4 | | 3 | 2 | | 0 |
| **PowerPoint Presentations (2pts each)**   * Attractiveness – colors/images pleasing to the eye * Organization – content is well organized * Originality – Creative, Original (“Wow!” factor) * Mechanics – 7x7 rule, grammar & spelling * References – Included Sources | 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |
| 2 | | 1 | | | 0 | |

Strengths (did a great job on):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Constructive Criticism (suggested changes):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Additional Comments or Questions???

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_